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Next generation Limo service

IF HIS MOVIE STAR clients want to ride in a Toyota Prius (below), **Dawson Rutter** is ready to oblige. That's why the president of Commonwealth Worldwide Chauffeured Transportation will add the trendy hybrids to his fleet in August.

OK, so he's starting with just six cars—three in New York and three in Boston—in a fleet of 180. But Mr. Rutter expects 20% of his vehicles to be fuel-efficient by this time next year. He already owns

several flex-fuel models. "I'm hoping that, through our call center, we can encourage people to use these cars and that the requests will grow," Mr. Rutter says, noting that clients won't have to pay more to go eco, since the cars cost less than the luxury Lincolns he typically provides.

Commonwealth joins Ozocar as one of the few limo companies in New York to boast a green strategy. "We see this as the next change to happen to our industry," Mr. Rutter says. "People who are progressive and jump on this will benefit, and those who are not progressive will suffer."

